

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2016 - 2017, 19 October 2016

Ref No: SQ16-000497

OUTCOME: 0 - Whole of Portfolio

Topic: Advertising and Information Campaigns

Type of Question: Written Question on Notice

Senator: Bilyk, Catryna

Question:

How much has the Department spent on advertising and information campaigns since 1 January 2016? Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?

Answer:

As at 31 October 2016, the following advertising campaigns have been implemented since 1 January 2016. While the majority of expenditure was incurred from 1 January, some was incurred prior. To separate these costs would be an unreasonable burden on resources. Further details regarding advertising campaigns are published in the Department of Health 2015-16 Annual Report, Part 3: 3.9 Advertising and Market Research.

- BreastScreen Australia - total expenditure from 1 July 2015 to 30 June 2016 - \$1,213,512 (ex gst)
- National Bowel Cancer Screening Program - total expenditure from 1 July 2015 to 30 June 2016 - \$1,916,295 (ex gst)
- Girls Make Your Move - total expenditure from 1 July 2015 to 30 June 2016 - \$9,393,342 (ex gst)
- Health Star Ratings - total expenditure from 1 July 2015 to 30 June 2016 - \$1,778,781 (ex gst)
- National Tobacco Campaign - total expenditure from 1 July 2015 to 30 June 2016 - \$8,992,151 (ex gst)

There has been no further expenditure between 1 July and 31 October 2016.

Following is a list of all Austender Contract Notice IDs for these advertising campaigns from 1 July 2015 - 30 June 2016:

BreastScreen Australia:

- CN3306782 – Communication services for Breastscreen Australia Campaign
- CN3306933 – Communication activities for Breastscreen Australia Campaign
- CN3307024 – Communication activities for BreastScreen Australia Campaign
- CN3331846 – Media Buy for BreastScreen Australia Campaign

National Bowel Cancer Screening Program:

- CN3322548 – Communication activities for the bowel screening campaign
- CN3307023 – Communication activities for the bowel screening campaign
- CN3331830 – Campaign Media Buy
- CN3342618 – Research services for the National Bowel Cancer Screening Campaign

Girls Make Your Move:

- CN3316610 - Creative services for health communications
- CN3310752 – Market research
- CN3312235 – Market research
- CN3331831 – Media Buy for Health Campaign
- CN3366541 – Public relation services
- CN3342610 – Graphic design services
- CN3353486 – Promotional merchandise

Health Star Ratings:

- CN3342615 – Media campaign
- CN3316590 – Creative services for Health Star Rating campaign
- CN2578001 – Research services for evaluation of the Health Star Rating system
- CN3322584 – Market research for the Health Star Rating campaign

National Tobacco Campaign:

- CN3320837 – Creative Services for National Tobacco Campaign
- CN3316591 – Communication services for the National Tobacco Campaign
- CN3342601 – Media placement for creative communications
- CN3322585 – Market research services
- CN3359308 – Public relation activities
- CN3347190 – PR creative services
- CN3335265 – Advertising services
- CN3331796 – Communication services
- CN3331834 – Mobile application upgrades
- CN3203032 – Market research